

## Production Calendar

Issue	PRINT EDITION			APP EDITION	
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due
JANUARY	12/2	12/14	12/15	12/11	12/18
FEBRUARY	12/29	1/12	1/13	1/11	1/20
MARCH	2/2	2/12	2/16	2/11	2/19
APRIL	3/7	3/17	3/18	3/16	3/23
MAY	4/5	4/15	4/18	4/14	4/21
JUNE	5/3	5/13	5/16	5/12	5/19
JULY	6/6	6/16	6/17	6/15	6/22
AUGUST	7/5	7/15	7/18	7/14	7/21
SEPTEMBER	8/4	8/17	8/18	8/16	8/23
OCTOBER	9/6	9/16	9/19	9/15	9/22
NOVEMBER	10/5	10/17	10/18	10/14	10/21
DECEMBER	11/1	11/11	11/14	11/10	11/17

## Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
<b>JANUARY</b>	Vision	<b>Digital Edition Exposure</b>
<b>FEBRUARY</b>	The Marijuana Issue	<b>Bonus Distribution:</b> NAPNAP: March 16-March 19th, Atlanta GA <b>Digital Edition Exposure</b>
<b>MARCH</b>	Respiratory (Spring issue)	<b>Digital Edition Exposure</b>
<b>APRIL</b>	Diabetes: The Continuum of Care	<b>Digital Edition Exposure</b>
<b>MAY</b>	Parenting and Pediatrics	<b>Digital Edition Exposure</b>
<b>JUNE</b>	Nutrition	<b>Digital Edition Exposure</b>
<b>JULY</b>	Infectious Disease/Immunization	<b>Digital Edition Exposure</b>
<b>AUGUST</b>	<b>Annual Back-to-School Issue</b>	<b>Bonus Distribution:</b> AAFP: September 20-24th, Orlando, FL <b>Bonus Distribution:</b> AAP: October 22-25th, San Francisco, CA, <b>Readex Research Ad Performance Study Issue</b> <b>Digital Edition Exposure</b>
<b>SEPTEMBER</b>	Clinical Frontiers in Pediatrics—Today's Promise, Tomorrow's Practice	<b>Bonus Distribution:</b> AAFP: October 22-25th, San Francisco, CA <b>Digital Edition Exposure</b>
<b>OCTOBER</b>	Dermatology	<b>Bonus Distribution:</b> AAP: October 22-25th, San Francisco, CA <b>Digital Edition Exposure</b>
<b>NOVEMBER</b>	<i>Contemporary Pediatrics</i> ' Annual Conference Club Issue—News and Views from the American Academy of Pediatrics 2016 Annual Meeting	<b>Digital Edition Exposure</b>
<b>DECEMBER</b>	<i>Contemporary Pediatrics</i> ' Annual Pediatricians' Issues & Attitudes Survey	<b>Digital Edition Exposure</b>

\*Editorial content subject to change